

TRANSMITTAL OF PAYMENT OF ISSUE FEE (Large Entity)

(37 CFR 1.311)

Docket No.

HAR-004

Applicant(s): Peter Gold et al.

OCT 17 2007

Application No.	Filing Date	Examiner	Customer No.	Group Art Unit	Confirmation No.
10/783,733	02/20/2004	Phuoc H. Nguyen	024,902	2143	6628

Invention: SYSTEM AND METHOD FOR MEASURING REACTIONS TO PRODUCT PACKAGING, ADVERTISING, OR PRODUCT FEATURES OVER A COMPUTER-BASED NETWORK

Mail Stop Issue Fee
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Transmitted herewith are the following for the above-identified application.

- ☒ Issue Fee Transmittal Form PTOL-85
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- ☒ Publication Fee: \$ 300.00
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Dated: October 15, 2007

Signature

Kenneth J. LuKacher
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KJL/tsm

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Tammy S. Moynihan

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PART B - FEE(S) TRANSMITTAL

Complete and send this form, together with applicable fee(s), to: **Mail** Mail Stop ISSUE FEE
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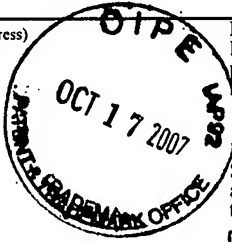
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7590

07/17/2007

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Tammy S. Moynihan

(Depositor's name)

Tammy S. Moynihan

(Signature)

October 15, 2007

(Date)

APPLICATION NO.	FILING DATE	FIRST NAMED INVENTOR	ATTORNEY DOCKET NO.	CONFIRMATION NO.
10/783,733	02/20/2004	Peter Gold	HAR-004	6628

TITLE OF INVENTION: SYSTEM AND METHOD FOR MEASURING REACTIONS TO PRODUCT PACKAGING, ADVERTISING, OR PRODUCT FEATURES OVER A COMPUTER-BASED NETWORK

APPLN. TYPE	SMALL ENTITY	ISSUE FEE DUE	PUBLICATION FEE DUE	PREV. PAID ISSUE FEE	TOTAL FEE(S) DUE	DATE DUE
nonprovisional	NO	\$1400	\$300	\$0	\$1700	10/17/2007
EXAMINER	ART UNIT	CLASS-SUBCLASS	10/18/2007 SSESHE2 00000022 10783733			
NGUYEN, PHUOC H	2143	709-219000	01 FC:1501	1440.00 OP		
			02 FC:1504	300.00 OP		
				30.00 OP		

1. Change of correspondence address or indication of "Fee Address" (37 CFR 1.363).

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2. For printing on the patent (37 CFR 2.201)

(1) the names of up to 3 registered patent attorneys or agents OR, alternatively,

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1 KENNETH J. LUKACHER

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3. ASSIGNEE NAME AND RESIDENCE DATA TO BE PRINTED ON THE PATENT (print or type)

PLEASE NOTE: Unless an assignee is identified below, no assignee data will appear on the patent. If an assignee is identified below, the document has been filed for recordation as set forth in 37 CFR 3.11. Completion of this form is NOT a substitute for filing an assignment.

(A) NAME OF ASSIGNEE

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HARRIS INTERACTIVE, INC.

ROCHESTER, NEW YORK

Please check the appropriate assignee category or categories (will not be printed on the patent): ☐ Individual ☒ Corporation or other private group entity ☐ Government

4a. The following fee(s) are submitted:

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5. Change in Entity Status (from status indicated above)

- ☐ a. Applicant claims SMALL ENTITY status. See 37 CFR 1.27. ☐ b. Applicant is no longer claiming SMALL ENTITY status. See 37 CFR 1.27(g)(2).

NOTE: The Issue Fee and Publication Fee (if required) will not be accepted from anyone other than the applicant; a registered attorney or agent; or the assignee or other party in interest as shown by the records of the United States Patent and Trademark Office.

Authorized Signature Kenneth J. LuKacher

Date October 15, 2007

Typed or printed name Kenneth J. LuKacher

Registration No. 38,539

This collection of information is required by 37 CFR 1.311. The information is required to obtain or retain a benefit by the public which is to file (and by the USPTO to process) an application. Confidentiality is governed by 35 U.S.C. 122 and 37 CFR 1.14. This collection is estimated to take 12 minutes to complete, including gathering, preparing, and submitting the completed application form to the USPTO. Time will vary depending upon the individual case. Any comments on the amount of time you require to complete this form and/or suggestions for reducing this burden, should be sent to the Chief Information Officer, U.S. Patent and Trademark Office, U.S. Department of Commerce, P.O. Box 1450, Alexandria, Virginia 22313-1450. DO NOT SEND FEES OR COMPLETED FORMS TO THIS ADDRESS. SEND TO: Commissioner for Patents, P.O. Box 1450, Alexandria, Virginia 22313-1450.

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